



**CIVIC AFFAIRS COMMITTEE  
MEETING MINUTES**

**November 18, 2014**

**CIVIC AFFAIRS COMMITTEE MEMBERS PRESENT:** A.M.Clausen, S. Havn, J. Hewitt

**CIVIC AFFAIRS COMMITTEE MEMBERS ABSENT:** None

**STAFF:** K. Wahlen, Chief Stedman, L. Martin, B. Smith

**TRUSTEES:** D. DeGroot, M. Gleason, R. McCluskey

**GUESTS:**

**1. Call to Order**

The meeting was called to order at 4:00 p.m. by **Chair A.M. Clausen**.

**2. Persons Desiring to be Heard**

None.

**3. Review Prioritized Activities/Events**

**A.M. Clausen** distributed list. Opened for discussion.

Brand - Arrangements will be made to order remainder of vehicle decals needed. Public Works will take care of applying decals on Village vehicles.

History Display – **L. Martin** will coordinate this and bring it back to Committee in February. It is easier to have one contractor design and build case, approximately eight feet long and double sided. Budgeted amount is \$6,000. Legs of case already exist. Discussion on need for historian(s). Racine Museum and Racine County Historical Society might be able to help us with history.

Skeleton Scamper Run with Olaf – This will require just the approval of the annual event held in October; review should be some time in August.

Signage - Discussion on design, consistency, locations, as well as cost. Hwy. 20 may be the first one, possibly followed by Hwy. 31. Hwy. 11 and Hwy. 32 may be considered, as well as some minor locations. We may need to budget some signs in future years.

Promotion at County Fair – This is in budget and has a set date.

Mt. Pleasant Day/Fireworks – Discussion on when to have it. Need to set a date. Will ask for suggestions from staff.

Soap Box Derby - **B. Smith** reported that **Chief Stedman** said they have a meeting on December 3, with Marvin Gleason, regarding the Soap Box Derby. They will bring information back to Committee; however, Committee members were invited to attend.

Brand and Signage will be discussed at next meeting to begin identifying an action plan. Mt. Pleasant Day, Fireworks, History Display and Skeleton Scamper Run with Olaf will be assigned to sub-committees.

**4. Means and Timing of Promotion**

a. **M. Gleason** will begin preparing a commentary for the Journal Times and will bring it back to the Committee for review. (He has the opportunity to submit three to four commentaries, per year.)

b. Website – **L. Martin** reported that everything was ok with site. No feedback yet.

c. Advertising – **M. Gleason** will prepare commentary for Journal Times.

**5. Recruiting Resident Members**

**A.M. Clausen** did receive one application for the Committee. One more is expected. She will meet with applicants. All Committee members are encouraged to put the word out that Committee members are needed.



**CIVIC AFFAIRS COMMITTEE  
MEETING MINUTES**

**November 18, 2014**

**6. Adjournment**

Motion at approximately 4:50 p.m. by **Havn** to adjourn. Motion seconded by **Hewitt**. Motion carried unanimously.

\*Next meeting is December 2, 2014, at 4:00 p.m. Main topics to be discussed will be Brand, Signage, and Mt. Pleasant Day.

APPROVED